

**CONTRACT**

**KNSD**  
**225 Broadway**  
**San Diego, CA 92101**  
**(619) 231-3939**

www.nbcsandiego.com

And:

**DEL CIELO MEDIA**  
**10755 SCRIPPS POWAY PARKWAY**  
**SUITE 500**  
**SAN DIEGO, CA 92131**  
**USA**

<u>Contract / Revision</u> 328875 /		<u>Alt Order #</u>
<u>Product</u> <b>CARL DEMAYO FOR MAYOR</b>		
<u>Contract Dates</u> <b>10/15/12 - 10/21/12</b>	<u>Estimate #</u> <b>C15C21</b>	
<u>Advertiser</u> <b>CARL DEMAYO FOR MAYOR</b>		<u>Original Date / Revision</u> 08/08/12 / 08/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>KNSD</b>	<u>Account Executive</u> Stephen Weber	<u>Sales Office</u> San Diego Local
<u>Special Handling</u>		
<u>Demographic</u> RA35+		
		<u>Total Ratings</u> 94.00
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 26722		<u>Advertiser Ref</u> 27583

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KNSD	10/15/12	10/21/12	3-4P ELLEN	3-4P		:30				NM	5	\$1,125.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$225.00	1.20			
N 2	KNSD	10/15/12	10/21/12	7A-9A TODAY SHOW	7A-9A		:30				NM	10	\$5,850.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--				10	\$585.00	1.80			
N 3	KNSD	10/15/12	10/21/12	6A-8A SA TODAY	6a-8a	-----S-	:30	1	\$115.00	1.00	NM	1	\$115.00
		CDR											
N 4	KNSD	10/15/12	10/21/12	8-9A SU MEET THE PRESS	8-9A	-----S	:30	1	\$810.00	1.20	NM	1	\$810.00
		CDR											
N 5	KNSD	10/15/12	10/21/12	4-5P SD NEWS NOW	4-5P		:30				NM	4	\$1,180.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--				4	\$295.00	2.70			
N 6	KNSD	10/15/12	10/21/12	6-7P NBC7 NEWS AT 6P	6P-656P		:30				NM	4	\$2,520.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---				4	\$630.00	3.00			
N 7	KNSD	10/15/12	10/21/12	6-7P NBC7 NEWS AT 6P	6P-656P		:30				NM	2	\$1,260.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-T---				2	\$630.00	2.40			
N 8	KNSD	10/15/12	10/21/12	1135P-1235A TONIGHT SHC	1135P-1235A		:30				NM	3	\$1,620.00
		CDR											

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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**225 Broadway**  
**San Diego, CA 92101**  
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<u>Contract / Revision</u> 328875 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/15/12 - 10/21/12	<u>Product</u> CARL DEMAIO FOR MA	<u>Estimate #</u> C15C21
<u>Advertiser</u> CARL DEMAIO FOR MAY		<u>Original Date / Revision</u> 08/08/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-WT---				3	\$540.00	2.60			
N 9	KNSD	10/15/12	10/21/12	11P-1135P M-SU NBC SD N 11P-1135P			:30				NM	4	\$2,880.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---				4	\$720.00	2.30			
N 10	KNSD	10/15/12	10/21/12	7-730P M-F WHEEL OF FRT 7P-730P			:30				NM	2	\$1,440.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-T---				2	\$720.00	3.50			
N 11	KNSD	10/15/12	10/21/12	730-8P M-F JEOPARDY	730P-8P		:30				NM	2	\$2,700.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	--W-F--				2	\$1,350.00	5.40			
N 12	KNSD	10/15/12	10/21/12	730-8P SA JEOPARDY	730P-8P	-----S-	:30	1	\$405.00	2.80	NM	1	\$405.00
		CDR											
N 13	KNSD	10/15/12	10/21/12	SA9-10P LAW & ORDER: SV9-10P		-----S-	:30	1	\$675.00	2.60	NM	1	\$675.00
		CDR											
<b>Totals</b>										<b>94.00</b>		<b>40</b>	<b>\$22,580.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/21/12	40	\$22,580.00	\$19,193.00
<b>Totals</b>	<b>40</b>	<b>\$22,580.00</b>	<b>\$19,193.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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